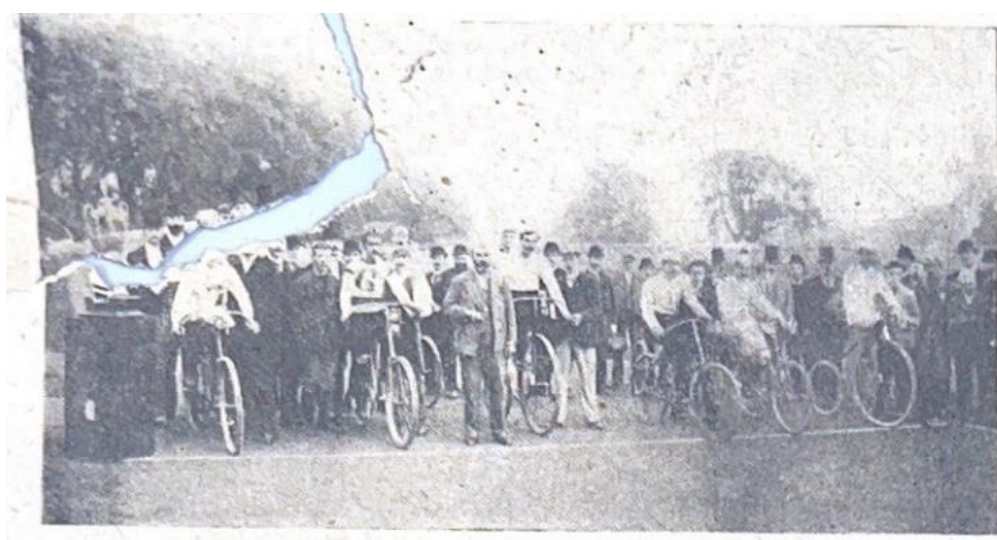
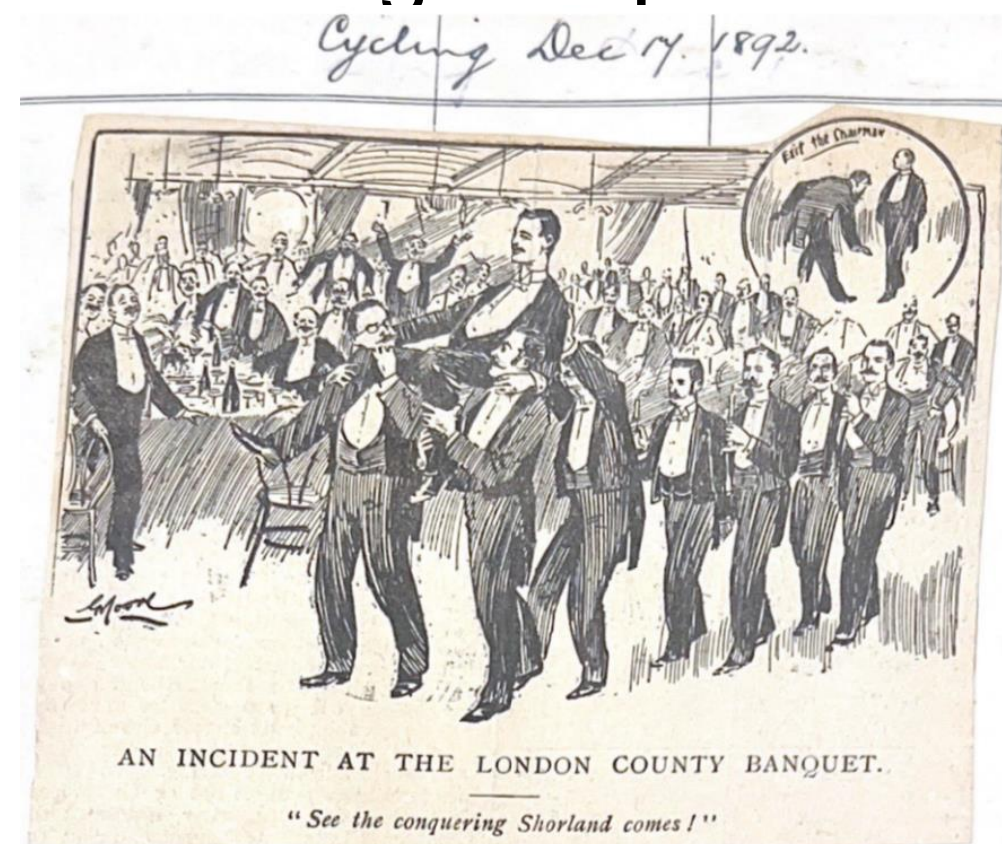


Fast Track to Success: Frank Shoreland and the Cuca Cocoa Challenge Cup

Colby Winters

Introduction

The late 19th century saw the sport of track cycling boom because of the development of the bicycle in England and ban on road racing. My research focuses on one of the first celebrities of the sport, Frank Shoreland, and his legacy as victor of the Cuca Cocoa Challenge Cup at Herne Hill.



More About the Cuca Cup

Conclusions

Accessing the archival data related to this race including a scrapbook of Shoreland's accomplishments and publications from magazines and journals in the time period revealed that this race was of significant importance to the heritage of track cycling. The primary sources used revealed context necessary to understanding the Herne Hill Velodrome and its role in launching Frank Shoreland to fame through the Cuca Cocoa Challenge Cup. Today, the velodrome continues to be the birthplace of superstars in the sport and should be remembered for its impact.

Key Findings

The Herne Hill Velodrome was established in April 1891 on the London County Fairgrounds on the south east side of London. Within a year of its opening, several major records had been broken there and thus a new race was scheduled, The Cuca Cocoa Challenge. This 24 hour race featured a large silver cup worth many months or even years of wages shown in the picture below with 22 year old Frank Shoreland.

The first edition of the race in 1892 had 10 entrants of which Shoreland won at 413 miles 1215 yards. This was a new 24 hour world record and made him an international sensation.

The 1893 edition of the race once again saw the same result. Shoreland was victorious after 426 miles 400 yards.

The 1894 edition of the race built off the success of the previous races with an estimated 30,000 people crowded around the track, watching Shoreland achieve a record 460 miles 1296 yards. After 3 victories, the cup was his to keep and secured his legacy as the sole winner of the Cuca Cocoa Challenge Cup.



Bibliography/References:

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